

Activating and training customers quickly and efficiently to scale revenue growth



BLUEDOG

Company: BLUEDOG
Founded: 2000
Employees: 45
Customers: Over 5,000

Remote Services

About BLUEDOG

BLUEDOG was created with a goal of being a best friend and one stop shop for SMB's across all verticals nationwide. Running a business is difficult enough - having BLUEDOG means that customers have access to merchant services, dedicated customer support and a wide array of flexible payment solutions to help them succeed in a competitive marketplace.

Challenges that BLUEDOG faced

BLUEDOG's challenges lied primarily in getting their myriad merchant accounts up and running quickly. With new ones constantly getting signed up, they needed a partner that could be relied on for remote training and support that would allow them to achieve their business goals at a rapid-fire pace.

How Boomtown helps

BLUEDOG first began to work with Boomtown in order to provide their customers with the Poynt smart terminal. BLUEDOG customizes and tests the Poynt devices before sending them to their customers. Upon a customer's receipt of the device, BLUEDOG contacts Boomtown to schedule training. Boomtown provides whitelabel remote training via video conferencing to customers. This allows BLUEDOG to dedicate resources toward other business operations, cut down on support costs, and grow revenue by ensuring that their customers are activated quickly and properly supported once they are live.

Another benefit for BLUEDOG is the ability to utilize Boomtown's software platform that provides visibility into each customer's product record across all departments. Customer support at BLUEDOG can easily track activations and all communications with their customers during the activation process.

Results

BLUEDOG is able to achieve their goal of having all their customers activated and trained within 3 days of signing them up.

"Providing our customers with the systems and training they need to successfully operate their business is a very important goal for BLUEDOG" stated Lance Brown who's been responsible for onboarding new accounts for three years. "We've enjoyed working with Boomtown to ensure our customers have the training and support they need 24/7. Our goal is to have customers activated and trained within 3 days. Our relationship with Boomtown helps make that happen."